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Ikonomichesko razvitie **Economic Development**

Izmervane i analiz na tehnikeskata efektivnost na balgarskite obshtini – prilozhenie na metoda DEA (Data Envelopment Analysis)

**Presiana Nenkova, Gergana
Borisova-Mihaylova**

Measuring and Analyzing the Technical Efficiency of Bulgarian Municipalities – an Application of Data Envelopment Analysis (DEA)

**Presiana Nenkova, Gergana
Borisova-Mihaylova**

Going through a series of crisis and post-crisis periods over the last twenty years has had a serious negative impact on public finances around the world, while at the same time the pressure on all levels of public sector governance to deliver more and better public services is growing. This requires a rethinking of the way public services are provided and funded, and efforts to improve performance through more efficient use of resources, and especially at local government level. On the one hand, as a result of global trends in decentralization, more and more spending responsibilities have been transferred to the local public sector and it has become a major provider of public services. On the other hand, the performance of local authorities is also one of the factors determining the decision of individuals and businesses to leave one local unit and choose another that offers better services at lower prices (lower tax burden). The present study

aims to measure and evaluate the technical efficiency of Bulgarian municipalities through the application of the non-parametric method Data Envelopment Analysis (DEA). The results of the calculations of the technical efficiency of municipalities in Bulgaria show significant cost efficiency differences between local territorial units. In general, the management at the local level does not use effectively about 25% of their expenditures. The largest number of municipalities operate under increasing return of scale, and these are mostly small local territorial units.

Key words: cost efficiency, municipalities, Data Envelopment Analysis, Bulgaria

JEL: C02, D51, H72.

Razvitie na tovarnite prevozi po vazdushen transport v Bulgaria – tendentsii i perspektivi

**Hristina Nikolova, Veronika
Garkova**

Air Freight Transport Developments in Bulgaria – Trends and Perspectives

**Christina Nikolova, Veronika
Garkova**

Air transport is developing at a rapid pace globally and is of particular importance for the mobility of people and goods. Through its flexibility, it responds to the ever-changing situation in commodity markets and provides the necessary conditions for transport services' supply and demand in shortening the delivery times. The main subject of analysis in the presented article is the development of air

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freight transport over the last 12 years. The main results of the analysis of the volumes and changes of freight traffic to and from Bulgarian airports, as well as carried by the main carriers, give the grounds for SWOT analysis and is used to outline the main prospects for the future of air freight transport.

The main objective of the survey presented is to outline trends for the development of air freight transport in the country and in particular to clarify the various factors influencing the demand for freight transport by identifying a system of indicators measuring the freight volumes and the loading work carried out, which can be analyzed regularly, and which allows the forecasting of changes in freight volumes during certain periods of time.

Key words: air transport, air freight, air cargo carriages.

JEL: R40, R49.

Sotsialno razvitie **Social Development**

Detskata bednost sred evropeyskite strani i myastoto na Bulgaria sred tyah. Statisticheski analiz na konvergentsiyata

Iva Raicheva

Child Poverty among European Countries and Bulgaria's Place among Them. Statistical Analysis of Convergence

Iva Raycheva

Children are one of the most vulnerable socio-demographic groups at risk of poverty and social exclusion. Bulgaria and Romania are emerging as the countries in the European Union with the highest levels of child poverty in 2019. The countries with the lowest values of the indicator are Slovenia, the Czech Republic and Denmark. The study of the dynamics of child poverty in Bulgaria shows a downward trend in the development of

the indicator for the 2009-2020 period. The study of convergence between European countries shows convergence between EU Member States in terms of child poverty. It is found that countries with higher initial levels of child poverty tend to decline rapidly and move closer to countries with lower levels. Bulgaria has turned out to be a typical example of a country in which there are relatively higher rates of poverty reduction in the group of children for the study period.

Key words: child poverty, the European Union, convergence.

JEL: C01, C52, C53, I38.

Savremen en pogled varhu sotsialnite posleditsi ot globalizatsiyata

Simeon Simeonov

A Contemporary Look at the Social Consequences of Globalization

Simeon Simeonov

In addition to socio-economic positives, the transition towards a more unified global market also presents systemic challenges for individual consumers, companies and governments. The globalization processes encourage industrial and economic activities resulting in various negative consequences of a predominantly social nature such as: loss of national sovereignty; offshoring and job losses; poverty and growing inequality in terms of earnings; environmental and climate changes. The present article offers a contemporary look at their development and significance for preserving life on our planet.

Key words: globalization, socio-economic consequences, offshoring, environment, international business.

JEL: F0, F6, F23, F63, F64, F66.

Upravl enie na resursi i razhodi **Management of Resources and Costs**

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Upravljenie na riska v zemedelskite stopanstva v Bulgaria

**Hristina Harizanova-Bartos,
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Tsvetana Harizanova-Metodieva,
Pavel Sheiytanov, Ani Dimitrova**

Risk Management in Agricultural Holdings in Bulgaria

**Hristina Harizanova-Bartos,
Zornitsa Stoyanova, Ivelina
Petkova, Nikola Metodiev,
Tsvetana Harizanova-Metodieva,
Pavel Sheiytanov, Ani Dimitrova**

The developing uncertainties, risks and crises related to the natural environment, technology, economic and political environment, as well as globalization, still pose a challenge to addressing risk management in the agricultural sector in Bulgaria. The purpose of the article is to make an analysis of risk management in agricultural holdings and, on this basis, to identify generalized conclusions and suggestions for improving the process. Risk management often depends on the economic activities and internal attitudes of farm managers. The methodological framework of the study includes: 1) Theoretical review of risk management in the agricultural sector, identifying the sources of uncertainty and risk, the ability of farmers to use different risk management strategies, as well as the dependence of risk management on the perceptions of farmers and the measures taken by the government; 2) Methodological framework of the study of risk management in agricultural holdings; 3) Recommendations for improving the risk management process. The analyses in the article present the results of university project NI 16/2018 Integrated approach to risk management in the agricultural sector.

Key words: risk management, agricultural holdings, policies, strategies.

JEL: Q18, Q19.

Osobenosti pri upravljenieto na prava na intelektualna sobstvenost kato chast ot biznes strategiyata na firmata. Litsenzirane na targovska marka

Nikolay Bratov

Features of Intellectual Property Rights Management as Part of the Business Strategy of the Company. Trademark Licensing

Nikolay Bratov

The owner's property right of material objects like products, which are part of a company's portfolio, usually transfers to another individual in the process of their commercialization and more specifically in their purchase and sale. Things are not the same when we talk about owner's rights of Intellectual property. Due to the non-material form of the objects, which are part of the system of Intellectual property, for example trademark, owners can keep their property right of trademark although it is commercialized. This is possible through the opportunity for licensing. In short, the owners provide their right of Intellectual property to a third party under mutually agreed terms. In return, the third party makes different forms of payments. Do we know how to take the maximum of this opportunity and more specifically when we talk about trademark licensing which is a part of our business strategy? The purpose of this publication is to give answers to some fundamental questions, for example:

- What is licensing agreement?
- What are the main types of licensing agreements?
- What are the necessary resources and what are the obstacles for achieving a maximum economic utility? When we have the answers we can:
 - quickly establish the connection between the existing strategy for management of Intellectual property and business strategy of the company;
 - properly estimate the opportunities to create an

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additional value for a company's goods and/or services and incomes which are the result of Intellectual property licensing agreement and more specifically from the trademark license;

- clearly and precisely point out the needed tools of Intellectual property rights into the company's strategy in order to have better and more effective competitiveness, which is essential for the creation of a long-term market position.

Key words: business strategy, licensing of rights, trademark, management, intellectual property.

JEL: A20, F10, K11, L1, M21.

Evropeyski sayuz European Union

Otsenka na riska pri vnedryavane na ekoinovatsii ot zemedelski stopanstva

Zornitsa Stoyanova

Risk Assessment in the Implementation of Eco-Innovations from Agricultural Holdings

Zornitsa Stoyanova

Reducing the negative impact of agriculture on the environment is an essential issue. This requires the application of environmental and resource-saving technologies in agriculture, ensuring environmentally friendly development of rural areas, the implementation of eco-innovation projects, promotion of eco-innovation activities. The purpose of the paper is to assess the risks for the implementation of innovations from agricultural holdings and, on the basis of the identified types of risk, to outline strategic recommendations for overcoming them. The content of the article is structured as follows: 1) Literary review of the concept of eco-innovation and the risks associated with the application of eco-innovations in agriculture; 2) Methodological framework of the research; 3) Risk assessment in the implementation

of eco-innovations from agricultural holdings. The last part summarizes recommendations for overcoming the risk of implementation of eco-innovations from agricultural holdings.

Key words: eco-innovations, agricultural holdings, risk assessment.

JEL: O39, Q19.

Konvergentsia na otraslovata proizvodstvena struktura na balgarskata ikonomika kam evrozonata

Dimitar Damyanov

Inter-Industry Structural Convergence of Bulgaria's Economy to the Eurozone

Dimitar Damyanov

The article presents an analysis of the inter-industry structural convergence process of Bulgaria's economy to the Eurozone for the 2000–2018 period. In order to study the specific characteristics of the process, the article explores the dynamics of the relative shares of separate industries (economic activities) in gross value added and compares them to the reference economy, along with possible explanations and implications. The divergence index is employed as a quantitative measure of the degree of structural similarity, and comparisons to other EU economies with similar characteristics are made as well. Results indicate that the output structure of Bulgaria's economy is slowly converging towards the Eurozone throughout the period despite some variation in developments before and after the 2009 recession.

Key words: structural convergence, economic integration, monetary unions, monetary policy.

JEL: E52, F02, L16, O47.

Образование Education

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**Prilozhenie na inovativni metodi
v protsesa na obuchenieto –
predizvikatelstva i vazmozhnosti**

**Margarita Atanasova, Anton
Krstev**

**Application of Innovative Methods
in the Learning Process –
Challenges and Opportunities**

**Margarita Atanasova, Anton
Krstev**

The main purpose of this article is to outline the challenges/barriers that hinder the successful implementation of innovative teaching methods and possible ways to overcome them. The main source of information are the results of a survey conducted among teachers, in which they present their subjective assessments of the application of innovative methods in the learning process. The conducted survey shows that the possibilities for overcoming the challenges and difficulties are related to a number of guidelines for future actions, among which the highest support from the respondents has the provision of access to: appropriate training to improve the skills of teachers to apply innovative methods in the learning process; database with appropriate electronic resources for application of innovative teaching methods in the learning process.

Key words: innovative methods in the learning process, higher education.

JEL: M53.

Ikonomicheski teorii
Economic Theories

**Osnovi na savremennata
ikonomika: Harold Hotelling i
problemite na mestopolozhenieto i
izcherpaemite resursi**

**Henrik Egbert, Teodor Sedlarski,
Aleksandar B. Todorov**

**Foundations of Contemporary
Economics: Harold Hotelling
on Location and Exhaustible
Resources**

**Henrik Egbert, Teodor Sedlarski,
Aleksandar B. Todorov**

Harold Hotelling is an influential statistician working in the field of economic theory at the beginning of the 20th century. His contributions to economics are trailblazing and open new topics for economic and business analysis. His best-known work is his solution to the problem of exhaustible resources. He also triggered the exploration of spatial economics and the analysis of product differentiation through his solution of the optimal location of producers in a duopoly. Less known, but important, are his contributions to the development of modern neoclassical microeconomic theory. Hotelling is also one of the scientists who initiated the turn towards mathematical economics in the 1950s. In this paper we provide an introduction of his groundbreaking work on economic theory.

Key words: Harold Hotelling, spatial economy, exhaustible resources, duality, microeconomic theory, Hotelling's Law, Hotelling's Rule, Hotelling's Lemma.

JEL: B31, D11, D21, H40, L13, Q31.